ABSTRACT OF THE DISCLOSURE

A method and apparatus for dynamic quality adjustment of digital media based on changing streaming constraints is provided. A digital media server sends a digital media stream according to a set of streaming constraints to a requesting client. Audio and visual

5 information may be sent to a requesting client together in a single stream, or separately in multiple streams. A client sends a request over a control network to the digital media server indicating information of a particular type is no longer desired. In response to receiving the signal, the video server ceases transmission of that particular type of information to the signaling client, thus relaxing streaming constraints. As a result of the techniques described

10 herein, an improved quality digital presentation is available for the client and, consequently, when a viewer signals that a particular type of information is not desired, that particular type of information is not transmitted to the client, which thereby reduces the streaming constraints on a video streaming service, and improved quality digital media information may be sent to any client using the freed-up portion of the bandwidth previously allocated to

15 the signaling client.